

corresponding values of the financial instruments;

storing the extracted financial instrument identifiers
and corresponding values;

[finding in a data structure associating the financial
instrument identifiers with] using the extracted financial
instrument identifiers to find graphic symbols associated [ones
of the graphic symbols for] with the extracted identifiers;

forming a display signal with the graphic symbols and
values corresponding to the financial instruments in the feed;
and

displaying on the individual monitors the graphic
symbols and values corresponding to the financial instruments in
the feed.

Please add the following new claims:

37. The system of claim 17 wherein the market data
corresponds to trades in financial instruments and the company
logo is associated with financial information corresponding to a
market price for the financial instrument.

38. The method of claim 27 wherein the stock ticker
information comprises trades of financial instruments.

REMARKS

The above-identified patent application has been
amended and reconsideration and re-examination are hereby
requested.

The Examiner rejected claims 1-36 under 35 U.S.C.
§103(a,) as being unpatentable over Risberg et al. in view of
Lauer et al. Applicant has amended claims 1-16 with the above
references in mind. As amended, Applicant's claim 1 is
patentably distinct the references neither describe nor suggest .

. . a memory to store extracted financial instrument identifiers and corresponding values . . . a database that stores graphic symbols that can be accessed by financial instrument identifiers to provide corresponding graphic symbols corresponding to the financial instruments in the feed. Applicant's claim 1 also claims a video wall including a plurality of individual monitors arranged into a composite display with the display controller receiving the display signals and displaying on the individual monitors the graphic symbols and values corresponding to the financial instruments... . As amended, Applicant's claim 1 is patentably distinct over these references. Neither Risberg et al nor Lauer et al nor the references of record suggest a database that stores graphic symbols that can be accessed by financial instrument identifiers Moreover, Applicant believes that claim 1 is also further patentably distinct since there is no suggestion in either Risberg et al or Lauer et al or the general prior art to provide a video wall with a display controller that receives display signals and displays on individual monitors the graphic symbols and values corresponding to the financial instruments.

Applicant's claims 2 and 3 are likewise patentable with base claim 1.

Applicant's claim 4 is further patentably distinct over the cited references since they neither describe nor suggest that the graphic symbols include corporate logos for companies issuing the stocks. In particular, the combination of displaying a corporate logo with financial information is novel and non-obvious. The combination of displaying a corporate logo with financial information provides an improved technique for displaying financial information. It identifies securities using familiar corporate logos rather than textual abbreviations that are not easily recognizable to many individuals.

Applicant's claim 5 has been amended to recite a

control system... that processes the display signals such that the video wall displays a moving ticker display of corporate logos and values of trade and stock. The feature of a moving ticker display comprised of corporate logos and values of trades and stocks is neither described nor suggested by the references.

Applicant's claim 6 which recites that the display controller includes a plurality of display processors coupled to the input processor and each provided to format a respected one of the plurality of display signals is not suggested by the combination of references. The references do not suggest arranging the processors such that the video wall displays a moving ticker display of corporate logos and values of trades and stocks. Lauer et al does not describe a modular large screen display that displays individualized images. Rather, the display device described by Lauer et al provides an enlarged display of a single image or screen such as might be used in applications such as CAD/CAM design, motion picture editing, and so forth. There is no suggestion, however, of having individual displays no suggestion to display a moving ticker display of corporate logos, as recited in claim 5, or to provide a plurality of display processors... to format a respective one of the plurality of display signals.

Applicant's claim 8 which recites a control processor... to synchronize the display processors is not suggested by the combination of Risberg et al and Lauer et al, as is Applicant's claim 9 which recites that the processor synchronizes the display processors to display the graphic symbols and values so that they appear to move across the video wall.

Applicant's claim 10 recites a stock ticker display processor to display a moving stock ticker on the video wall is patentable in accordance with base claim 6.

Applicant's claims 11-14 add further patentably

distinct features to Applicant's invention and are at least patentable with respect to base claim 1.

Applicant's claim 15 which recites a filter to extract identifiers and corresponding values of financial instruments... a data structure associating the financial instrument identifiers with graphic symbols and means for finding in the data structure associated ones of the graphic symbols for the extracted identifiers and a video processor to produce a first display signal with the graphic symbols and values corresponding to the financial instruments and a second display signal with the financial data is neither described nor suggested by the combination of references. As discussed above, neither Risberg et al nor Lauer et al suggest the combination of associating graphic symbols with identifiers that identify financial instruments.

Furthermore, Applicant's claim 15 which recites a video wall including a plurality of individual monitors and means for receiving the first and second display signals... for displaying on the individual monitors the financial data and the graphic symbols corresponding to the financial instruments is neither described nor suggested by the combination of references.

Applicant's claim 16 which recites . . . using the extracted financial instrument identifiers to find graphic symbols associated with the extracted identifiers and forming a display signal with the graphic symbols and values corresponding to the financial instruments is neither described nor suggested by the combination of references.

Applicant's claim 17 recites an electronic device that produces a signal to scroll market data across the display. The claim recites that the market data comprises a company logo and financial information associated with the company logo. The references do not suggest producing a signal that includes a graphic such as a company logo, associated with financial

information of the company associated with the logo. As mentioned above, none of the references suggest using a graphic in association with financial information. None of the references suggest using familiar company logos as replacements for textual abbreviations that identify securities of a company and combining those familiar company logos with financial information associated with the company.

Applicant's claims 18 and 19 which recite details of the electronic device are neither described nor suggested by Risberg et al taken separately or in combination with Lauer et al. Risberg et al does not suggest the combination of a source containing financial information and a source containing bit map data corresponding to the company logo. Risberg does not suggest to associate company identifiers to access the bit maps corresponding to the company logos. Similarly, Applicant's claims 20-22 are patentably distinct with respect to base claim 18 and claims 23-26 add further patentably distinct features which are not suggested by Risberg et al or Lauer et al.

Applicant's claim 27 which recites displaying... across an electronic monitor, market data comprising a company logo and stock ticker information associated with the company logo are neither described nor suggested by Risberg et al and Lauer et al. Similarly, Applicant's claims 28-31, which depend from claim 27 or 28, are likewise patentably distinct over the references since the references neither describe nor suggest a bit map corresponding to a company logo (claim 28), company identifiers used to access bit maps corresponding to company logos (claim 29) and claim 30 wherein the display market data occurs with market conditions.

Applicant's claim 32 is also patentably distinct over the references since they neither describe nor suggest... accessing graphic symbols in accordance with extracted instrument identifiers and associating the extracted graphic symbols with

the corresponding values of the financial instruments to produce a stock ticker feed.

Claims 33-35 are likewise patentably distinct over the references for the reasons generally discussed above.

Applicant's claim 36 is likewise patentably distinct over the references for the reasons discussed in conjunction with the preceding method claims.

Applicant's newly added claims 37 and 38 are likewise patentably distinct over the references since the references do not suggest displaying trade information using a company logo to identify a security.

Applicant has reviewed art cited but not relied upon by the Examiner and considers that the art neither describes nor suggests the invention whether taken separately or in combination with the art of record.

Applicant has also enclosed herewith an Information Disclosure Statement. It is submitted that these references, whether taken separately or in combination with the references of record, neither describe nor suggest Applicant's invention.

Accordingly, it is respectfully submitted that the claims, as amended, are patentably distinct over the cited references as well as the references cited in the enclosed Information Disclosure Statement. Therefore, reconsideration and re-examination and early allowance of the application is requested.

Filed herewith is a check in payment of the excess claims fees required by the above amendments and the submitted IDS.

Please charge any additional fees, or make any credits, to Deposit Account No. 06-1050.

Respectfully submitted,

Date:

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